

Coggin College of Business
Fall 2018: All-College Meeting Agenda
Friday, September 27, 2019
12:00 – 2:30 p.m. – Stein Auditorium

- 1) Welcome – Dean Mark Dawkins welcomed CCB faculty and staff to the meeting and offered them lunch catered by Copelands
 - a) Welcome Remarks – New UNF Provost Simon Rhodes. Simon thanked everyone for being so welcoming, supporting the students, and for their research and creativity. He said UNF is central to the needs of NE Florida. His area of focus was meeting with the A&P staff to work as one unit as the Office of Student Affairs with the Office of Academic Affairs. He listed his four top priorities.
 - (1) Focus on student success.
 - (2) Build resources for faculty development with specific resources for chairs.
 - (3) Develop best practices for diversity.
 - (4) Put in place a leadership program – joint for faculty and staff and help build networks.
 - b) Jennifer Jackson thanked the college and her staff for their donations to homeless UNF students and displayed a slide presentation with pictures of the donations.
- 2) Introduction of new faculty and staff (faculty listed on last page & included in updates) –
 - a) Caleb Garrett - Associate Director of Development – Caleb started in June & his wife is an UNF alumni.
- 3) Annual Giving & Development Report – Caleb Garrett, Associate Director of Development –
 - a) Update on fiscal year 2020 - CEI received some six figure gifts and development is currently working with CMC on a substantial prospective gift. There have also been major gifts for the IANA Case Competition. Development continues to work with the advisory councils which is huge part of the engagement community. As of August, Development has met 20% of their current fundraising goal for FY 20 which ends

taught the inaugural classes at the downtown location: Chiradip Chatterjee (ECO) and Paul Fadil (MAN).

b) Awards:

- i) SBDC Student Project of the Year Award – Kevin Monahan, Area Director SDBC, and Lakshmi Goel presented the SBDC student project of the year to UNF graduate students who did a social media project with Lynda Weeden at Sheftall & Associates. Lakshmi said the graduate students at UNF are the best. Mark congratulated Lynda on working with Lakshmi's students.
- ii) UNF High-Impact Research Article Award – Dr. Timothy Bell
- iii) ORSP Recognition of PI's who submitted 1st Research Proposals – Dr. Madeline Zavodny
- iv) PI's who obtained \$1M in research funding in 2017-18 – Janice Donaldson
- v) Outstanding Undergraduate Teaching Award – Dr. Pingying Zhang

far fewer contact hours than a normal for-credit 3-hour course or internship. We anticipate using this course in future revisions of our program of study. **Motion Carries.**

ii) Marketing –

(1) **Correction of error in course description of Principle of Marketing** to remove psychology course recommendation. **Motion Carries.**

(2) **Honors in the Major: Marketing** - The Department of Marketing and Logistics would like to add Honors in the Major: This would give important opportunity and recognition for our best students and supports the plans of the Hicks Honors College for upper division honors. To earn Honors in the Major, students with an overall GPA or UNF GPA (whichever is higher) of 3.5 or higher may apply by the end of their junior year. Students will need to be a member of an approved business club or society and complete the following requirements:

(a) MAR3XXX Selected Topics in Honors Marketing

(b) Service requirements of at least 100 hours served, in an approved capacity

(c) MAR4941 Internship in Marketing and Supply Chain Management.

Motion Carries.

iii) International Business - **Honors in Major in IB**

(1) Must have an overall GPA or UNF GPA (whichever is higher) of 3.4 or higher

(2) Students must either:

(a) Spend at least one semester abroad at a partner University, or

(b) Complete an IB internship abroad

(3) Coggin Delegation: students will complete at least two semesters of active participation in Coggin Delegation

(4) Self-reflecting document: Students will produce a document where they will reflect on their intercultural experience both abroad and on campus. This report will be evaluated according to the main results from intercultural experiences. Students should provide evidence of these activities during their experience abroad and on campus.

(5) There was some discussion about the appropriate GPA for this program.

Motion Carries.

8) Dean's Update –

a) The Master of Science in Logistics & Supply Chain Management (MSLSCM) degree program started in Fall 2019.

b) MBA/MSM classes continue at the downtown location and Fidelity's office.

c) CCB faculty hiring update - faculty hired for this fall and targeted hiring for Fall 2020 are listed on the last page.

d) CCB budget update - Faculty and staff raises will take effect 10/5/19 and will be included in the 10/25/19 pay checks. Some faculty raises are subject to ongoing bargaining.

e) CCB enrollment update (handouts) – Mark reviewed a handout of enrollment data from Institutional Research from 2014 to 2018. (Appendix # IV & V) Mark mentioned that the data from the institutional research is different from Canvas. Mark also discussed a handout of MBA and MSM admissions data.

i) There were some questions and discussion regarding the data.

ii) It was agreed upon that an Ad Hoc Committee be selected to investigate the data.

Drew Thoeni, Paul Fadil and Reham Eltantawy volunteered to be on the committee.

Mark asked Amy Bishop and Dawn Russell to answers all admissions and data-related queries received from the Ad Hoc Committee.

- f) Departmental Advisory Committees – no report
- 9) Other CCB Unit Updates –
 - a) Advising Services - Jennifer Jackson
 - i) Susan Eisenberg was prompted to Assistant Director of Advising.
 - ii) Jennifer thanked the faculty and staff for helping with past and future advising events. Upcoming events include major workshops, and the Open House has been moved to 11/16. Advising is tracking cohort 2016, 2017 & 2018 to ensure they graduate on time. Jennifer thanked her team and faculty for helping with the 4-year graduation rate.
 - iii) As of mid-summer, all students have assigned advisors and can identify their assignment on the advising title in MyWings. Students can now make appointments with their assigned advisor, and walk-ins are still accommodated.
 - iv) Policy applications for MAN4720 for spring graduates will open 10/1 and end 10/31.
 - v) Spring registration time tickets will post 10/25 and registration will start the week of 11/18.
 - vi) Jennifer reminded everyone to respond back to the Dean’s email for feedback regarding the weather days.
 - b) CEI - Karen Bowling - 1979 UNF graduate:
 - i) The CEI is UNF’s business incubator and is open to students and faculty, as well as the public. CEI is looking for individuals with ideas and then supporting them in launching a business.
 - ii) The applications for the first cohorts were available in July. CEI received 100 applications and the Advisory Council selected 14 diverse companies across several industries (mainly those where UNF has expertise) with the best chance of success. These companies are in various stages of development, but all are pre-revenue.
 - iii) The selected companies get a tremendous amount of support from UNF; a year of free space, parking, access to a full-time business coach, access to UNF interns, workshops, access to mentor’s. Then the best companies will be presented to potential investors. UNF does not take any profit-sharing or equity in the companies, making the CEI

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- 11) Special Committee Reports:
 - a) Accreditation

- (3) ITS can help with OS and the latest Office version needed. Eikon would be re-installed afterwards. Jennifer Hunter has login and other “getting started” info, but

- (1) Chris Johnson is applying for promotion to full professor.
- (2) Russell Triplett is applying for Tenure and Promotion to Associate Professor.
- iii) Major Curricular change in process – Economics is in the process of moving the BA in Economics back to CCB. Currently the BA in Economics is housed in COAS. Economics is working with COAS administration and the advising teams from both colleges to establish a transition plan. The move is expected to be effective in fall 2020. The move was initially proposed by the COAS Dean and endorsed by Mark. Ex-provost Pam Chally agreed to the move and requested the action.
- iv) ODE - Economics held an Omicron Delta Epsilon Induction Luncheon on April 12th

presented two papers at our Global Conference. She is also presenting at the Coffee, Cupcakes and Conversation today.

- (2) Visiting Marketing Faculty: Dr. Mike McCardle, Visiting Marketing Instructor (Fall 2019). PhD - University of Central Florida. Dissertation (2007): *Market Foresight Capability: Determinants and New Product Outcomes*. Masters - University of Alabama. Areas of Expertise: Marketing Strategy, New Product Development, Market Analysis.
 - (3) Marketing Adjunct Professor Leslie Gordon earned her Master of Business Administration (MBA) from the University of North Florida and is currently working on her Doctoral Program in Education Leadership from the University of North Florida. She possesses close to a decade of teaching experience and seven years of professional experience in sales, advertising, and customer management.
 - (4) T&L Adjunct: Len Fritz
- ii. Faculty Teaching Support:
- (1) Use Publicly available data to support faculty: ISQ data analysis – We do have access to college wide ISQ data. If you would like to see this analysis, be sure to ask for it. This is good to have in your portfolio.
 - (2) Peer Evaluations – Reham is very willing to help with anything in this area. She has done observation in a few classes that faculty has asked for her help. It was also suggested to use faculty peers as well. We should not rely on ISQ's alone for faculty.
 - (3) Faculty Instructional Development – The department will support whatever it can to support faculty development.
- iii. Scholarships – See Appendix XIII
- iv. Collaborations –
- (1) The collaboration with Sports Management is starting in Spring 2020, and some of those students are already taking Principles of Marketing.
 - (2) Marketing & Logistics Department in the Coggin College of Business is collaborating with the Private Label Manufacturers Association's (PLMA) University Outreach Student Program. PLMA recruits top students in the nation. Natalie Mitchell will be accompanying the 2 CCB students that will be chosen. We hope to expand this collaboration and with PLMA and involve more students.

13) Flagship and Graduate Programs Update –

- a) T&L Flagship and MBA/MSM – Dawn Russell
 - a. The T&L MSLSCM is launched with 26 students admitted.
 - b. Dr. Swanson is the co-editor of *Transportation Journal*. Dr. Swanson has also taken over the T&L student club after Lynn's retirement.
 - c. T&L students & Caleb attended the IANA Case Competition in CA and UNF placed in the top three.
 - d. Fidelity is in its fourth semester and students are on track to graduate in the Summer of 2020.
 - e. Dawn thanked the faculty who taught at the downtown campus and Fidelity's office.
 - f. Dawn thanked Amy Bishop for her help with recruiting and advising graduate students.
 - g. The Business Analytics Certificate has 16 active students.

h.

f) Winner of the FL-

COGGIN FACULTY HIRING FOR 2019-20

CCB Faculty

Dr. Yanji Duan – T&L tenure-track

Dr. Mark Smith – ACG tenure-track

CCB Visiting Faculty

Dr. Audrianna Burgin – ECO